

52.212-2 Evaluation-Commercial Items

(a) We will award a contract resulting from this solicitation to the responsible offeror whose offer conforming to the solicitation will be most advantageous to the Government, price and other factors considered. The following factors shall be used to evaluate offers and are listed in order of importance:

Technical Merit
Past Performance
Price

Technical merit and past performance, when combined, are significantly more important than price.

(b) Proposal format. You shall submit your proposals electronically to Ms. Bonnie Kerns at kernsbj@wsmr.army.mil no later than 2:00 pm MDT on 23 Aug 2004. The following proposals shall be submitted in separate files.

(1) Your responses to all of the questions in provision 52.212-3.

(2) Pricing proposals consist of completing the form at Exhibit A on the web page. If you anticipate that additional categories may be required, you may add them to the form.

(3) Your past performance proposal shall consist of providing three previous or present contracts you have been awarded as a prime or subcontractor for services related to this requirement. For each contract you shall provide:

- Project or contract title.
- Contract number, contracting agency, type of contract, and total dollar value.
- Date of contract award and period of performance.
- Client, firm, or government agency for which work was performed, including identification of the office, division or branch, and address, point of contact, telephone number, facsimile number, and e-mail address.
- Brief description of how the cited work is similar to the proposed effort, with a technical description sufficient to permit ready assessment.

(4) Technical proposals shall address each of the subfactors listed in paragraph d of this provision. As a reminder you are limited to the number of pages following each of the subfactors. Responses can be in Word or PDF files. Font size shall not be less than 10.

(c) Evaluation.

(1) Technical/management proposals will be evaluated using a color-rating plan defined as follows:

PURPLE A proposal that demonstrates competence and far exceeds the minimum requirements of the criteria; has a high probability of success, contains no weaknesses or deficiencies

GREEN A proposal that demonstrates competence and exceeds the minimum requirements of the criteria; has an above average probability of success; no significant weaknesses and only minor correctable deficiencies exist.

BLUE A proposal that meets in all aspects the minimum requirements of the criteria; has a good probability of success; no significant weaknesses and any deficiencies can be readily corrected

YELLOW A proposal that fails to meet the minimum requirements of the criteria but may through negotiations; low probability of success; major weaknesses and/or significant number of deficiencies that may be improved or corrected through discussions.

RED A proposal that fails to meet minimum requirement of the criteria; proposal needs major revisions; very low probability of success.

- Deficiency – A material failure in the proposal to meet a requirement or a combination of significant weaknesses in a proposal that increases the risk of unsuccessful contract performance to an unacceptable level.
- Weakness – A flaw in the proposal that increases the risk of successful contract performance. A “significant weakness” in the proposal is a flaw that appreciably increases the risk of unsuccessful contract performance.

(2) Past performance is the second most important evaluation factor for this acquisition. Performance risks are associated with the likelihood of success in performing the requirements of this contract. This is determined by your record of past and present performance. A significant achievement, problem, or lack of relevant information can become an important consideration in the source selection process. A negative finding may result in an overall high- risk rating. A lack of a performance record will result in an unknown risk rating. Failure to submit the required past and present performance information may result in rejection of the proposal. A past performance questionnaire will be provided to each of your provided customers who will rate your performance on a five-part scale from

Exceptional to Unsatisfactory. An overall rating of very good to exceptional will result in a past performance rating of low risk. An overall rating of very good to satisfactory will result in a past performance rating of moderate risk. An overall rating below satisfactory will result in a past performance rating of high risk.

(3) The third and least important evaluation factor is price. However, as technical/management and past performance ratings equalize, price may become a deciding factor. Price will be evaluated by comparing proposed burdened rates.

(d) Evaluation criteria. Technical will be evaluated in accordance with the evaluation sub-factors stated below. Standards for the blue, or "met", level are provided with each sub-factor. Sub-factor 1 is more important than the other three sub-factors combined. Sub-factor 2 is more important than sub-factors 3 and 4 combined. Sub-factors 3 and 4 are of equal value.

Sub-factor 1: Competence and experience. In order to receive a blue rating, the proposal must demonstrate competence and at least five years experience in 70% of the functional areas found in paragraph C.5 of the statement of work. Experience can be documented by previous contracts or by experience of corporate officers. Limited to 20 pages.

Sub-factor 2: Mission understanding. In order to receive a blue rating the proposal must demonstrate an understanding of the REF mission as it relates to the functional areas included in this statement of work. Limited to 10 pages.

Sub-factor 3: Key personnel. You shall provide your education and experience requirements for hiring personnel in each of the labor categories that you priced. In order to receive a blue rating your proposal must indicate at least the requirements found in Exhibit B. Submit your own table that corresponds to Exhibit B.

Sub-factor 4: Employee recruitment and retention. In order to receive a blue rating the proposed methods of recruitment must demonstrate an understanding of the special skills required and the difficulty in obtaining qualified personnel in a timely manner along with an employee benefits and recognition plan that will be successful in keeping employee turnover at a minimum. Limited to 5 pages.

(e) A written notice of award or acceptance of an offer, mailed or otherwise furnished to the successful offeror within the time for acceptance specified in the offer, shall result in a binding contract without further action by either party. Before the offer's specified expiration time, the Government may accept an offer (or part of an offer), whether or not

there are negotiations after its receipt, unless a written notice of withdrawal is received before award.

(End of provision)